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# Journey JavaScript SDK

serialize

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## Contents

- [1 serialize](#)

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Learn how to use the `serialize` method to submit serialized data from a form.

### Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

## serialize

The `serialize` method creates a JSON object where the keys are the form elements names, and the value for each key is the value(s) of the corresponding form elements. This method is useful in scenarios such as submitting a form with AJAX, since `submit` cannot capture the form submission. Instead a record can be invoked passing the serialized form data as its last argument. The `serialize` method takes the following parameters:

- A unique identifier of the HTML form element
- An (optional) array with the names of the elements to serialize
- A callback function with the serialized form data into a JSON object

```
ac('serialize', 'my-form', function(data) {  
  console.log(data['contact-email']);  
});
```